



**UNITED FRESH  
RECALL  
READY  
PROGRAM**



**United Fresh**  
PRODUCE ASSOCIATION



# When the FDA Calls... Answer with Confidence

## PREPARE

### RECALL PLAN REVIEW

\$5,000

United's team of experts will review your current plan; evaluate your legal, scientific and communications readiness, and write a detailed report offering suggestions to maximize your preparation for the unexpected.

### CREATE A CUSTOM RECALL PLAN FOR YOUR COMPANY

\$15,000

*Don't have a recall plan?*

*We'll help you create a plan that's tailored for your company.*

- Our team will come to your facility for a full day of onsite development, working with your team in preparing your company's plan. And, when we work together to develop a custom plan, we'll include future discounts on legal and communications services just in case you need to call on these experts in the future.
- Includes a 20% discount on recall-related legal services with OFW Law
- Includes a 20% discount on recall-related communications services with Watson Green

### MOCK RECALL TRAINING

\$15,000

You don't want an actual recall to be a training exercise. Get ahead of the game with a full-day mock recall program led by United's Recall Ready team.

We'll come to your office and run a mock recall, including simulated calls from government officials, confusing laboratory results, antagonistic media questions, probing customer inquiries and other surprises that help you test your plan before the real thing.



# The United Fresh Recall Ready Program gives you peace of mind 24/7.

When the FDA calls you recommending a recall, you'll be ready thanks to United Fresh's **Recall Ready Program**. This new program is a partnership between United Fresh and the legal and communications experts at OFW Law and Watson Green, among the food industry's leading crisis counseling firms. Working together, we leverage the expertise of food safety, legal and crisis communications professionals who know what it takes to execute a recall to protect public health, comply with all government requirements, and minimize the impact on your business.

**Choose the best plan to ensure you'll be ready *BEFORE* and *AFTER* that call from FDA.**

## RESPOND

### ENGAGE UNITED'S RAPID RESPONSE TEAM

\$15,000

*SIGN UP FOR A FULL YEAR OF RECALL CONFIDENCE*

With an annual agreement, you'll feel more comfortable knowing that you can turn to our Rapid Response Team from the first moments of a recall crisis. Our team will be standing by 24/7, ready to provide expert assistance when you need it.

- Annual agreement to provide crisis assistance during a recall
- 24/7 Recall Hotline to get prompt assistance for any recall event
- Includes 8 hours total consultation with recall experts at United Fresh and Watson Green
- Includes a 20% discount on recall-related legal services at OFW Law
- Includes a 20% discount on recall-related communications services with Watson Green
- Note: Company must have had a United Fresh review or development of the recall plan prior to service beginning

**“When we received an unwelcome wake-up call in 2009 about a recall based on a random product test, we immediately contacted United Fresh for expert advice. They helped us respond to demands from state and federal officials, as well as guide us through the entire recall process.”**

- Jan Berk, Vice President  
San Miguel Produce, Inc.

**Act now and be ready for any recall situation. Contact United Fresh today to learn more about the United Fresh *Recall Ready Program*.**

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